

THE UTAH COLOR PALETTE



Pantone [PMS] colors are most often used in 2-, 3- and 4-color print applications that do not involve any full-color visuals. Pantone colors are the truest form of the colors in the palette and offer a richness that is difficult to duplicate with process inks. They may also be used in addition to 4-color printing if a 5th or 6th color is an option. CMYK equivalents are listed in the chart below. These should be used in all 4-color process print applications. RGB equivalents are also provided for on-screen [web and interactive] applications.

PRIMARY: CONTEMPORARY BRIGHTS

SLICKROCK

PMS C:0 R:240
717 U M:83 G:240
Y:100 B:24
K:2

WARMER HUES FOR SOUTHERN DESERTS AND SUMMER DESTINATIONS

GOBLIN VALLEY

PMS C:0 R:147
725 U M:53 G:84
Y:100 B:3
K:48

SCARLET GILIA

PMS C:0 R:181
1807 U M:100 G:18
Y:96 B:27
K:28

FIERY FURNACE

PMS C:0 R:111
1817 U M:90 G:18
Y:100 B:0
K:66

SILVER FORK

PMS C:0 R:160
Cool M:1 G:160
Gray Y:0 B:164
8 U K:43

SALT FLAT

PMS C:20 R:206
452 U M:14 G:203
Y:34 B:173
K:0

BASIC / NEUTRAL

ALBION BASIN

PMS C:23 R:175
583 U M:0 G:188
Y:100 B:34
K:17

SNAKE CREEK

PMS C:0 R:132
5825 U M:2 G:122
Y:87 B:24
K:59

COOLER TONES FOR NORTHERN MOUNTAINS AND WINTER RECREATION

SKYLINE

PMS C:82 R:86
542 U M:22 G:159
Y:0 B:211
K:3

MIRROR LAKE

PMS C:58 R:58
5405 U M:17 G:110
Y:0 B:143
K:46

SECONDARY: VINTAGE EARTH TONES

The color combinations to the right are the standard options for combining contrasting colors. Do not stray from these configurations without prior approval.

